

UHC Ethics and Compliance Certification 2023/2024 Exam| Questions and Verified Answers| Graded A

Q: What does generic mean with marketing materials?

Answer:

materials that do not meet the marketing materials criteria and do not carry any plan sponsor information or logos

Q: does generic materials require prior approval?

Answer:

no

Q: What methods are considered marketing material?

Answer:

newspaper, tv, internet, radio advertisements, direct mail, postcards, flyers, brochures, magnets, pre-enrollment materials, websites and social media platforms

Q: what are some examples of generic marketing materials?

Answer:

social media sites and websites

Q: sites used to market UHC plans must be _____ by UHC and CMS prior to use

Answer:

approved

Q: when talking about marketing materials what should the agent NOT do?

Answer:

add, enhance, delete, modify, edit or create any content in the marketing materials provided by the health plan

modify approved materials in any way, no matter how minor

ask health related or health screening questions on generic, agent created materials

Q: What must an agent do when talking about marketing materials?

Answer:

use marketing materials only for products they are certified to market/sell

learnexams

Q: What does PTC stand for?

Answer:

permission to contract

Q: What does SOA stand for?

Answer:

Scope of appointment

Q: What does permission to contact mean?

Answer:

is permission given by the consumer to be called or otherwise contacted by an agent for the purpose of marketing any UHC Medicare solutions product including MA, Prescription drug or med sup plans.

Q: PTC must be _____?

Answer:

documented, retained and available upon request for 10 years

Q: PTC must also be?

Answer:

Method specific, short term and event specific

Q: What does method specific mean?

Answer:

contact can only be made by the method permitted by the consumer. Permission to telephone only enables the agent to dial the number provided.

AN AGENT MUST RECEIVE EXPLICIT PERMISSION TO TEXT OR EMAIL THE CONSUMER

having access to a phone number or email address does not imply permission from the consumer

Q: What is short term?

Answer:

PTC expires once the agent has made contact with the consumer or 9 months after the date the PTC was received.

PTC expires 90 days after the receipt for consumers requesting info on med sup's or who are on the federal DNC list.

Q: What does event specific mean?

Answer:

the agent can only contact the consumer to discuss the products indicated in he PTC mechanism

Q: what does BRC mean?

Answer:

business reply cards

Q: agents who telephone a consumer in response to a BRC that has specific products documented on the card, may only ____

Answer:

discuss the products that were indicated within the BRC

Q: BRC's are only intended to obtain permission to contact

Answer:

it does not satisfy the SOA requirement

Q: SOA does not secure permission to contact

Answer:

it confirms permission to discuss product types during an individual appointment